

1 of 4

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

$$SC = *$$

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	SA	6A-7A	ACTN NWS SA@6A	:30	\$450.00	08/11-08/11	2	1	2	\$900.00	
	Rating: 1.5											
	2	M	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/13-08/13	1	1	1	\$450.00	
	Rating: 1.4											
	3	TU	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/14-08/14	1	1	1	\$450.00	
	Rating: 1.4											
	4	W	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/15-08/15	1	1	1	\$450.00	
	Rating: 1.4											
	5	TH	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/16-08/16	1	1	1	\$450.00	
	Rating: 1.4											
	6	F	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/17-08/17	1	1	1	\$450.00	
	Rating: 1.4											
	7	M	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/13-08/13	1	1	1	\$500.00	
	Rating: 1.8											
	8	TU	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/14-08/14	1	1	1	\$500.00	
	Rating: 1.8											

Rep Order#	6840561	Ver#	1	Status	New
EC'd	Yes				

Traffic Order# 6840561

Printed: 08/10/2012 8:11 AM
Last Received: 08/10/2012 8:01 AM
Showing Buylines: All Lines

2 of 4

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .RNC IE
Product	RNC IE
Estimate#	2992
Buyer	Tracey Robinson
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/444/2992
Flight Dates 08/11/2012 - 08/17/2012
Hiatus Weeks

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	9	W	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/15-08/15	1	1	1	\$500.00	
Rating: 1.8												
	10	TH	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/16-08/16	1	1	1	\$500.00	
Rating: 1.8												
	11	F	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/17-08/17	1	1	1	\$500.00	
Rating: 1.8												
	12	M	730P-8P	MILLIONAIRE	:30	\$400.00	08/13-08/13	1	1	1	\$400.00	
Rating: 1.2												
	13	W	730P-8P	MILLIONAIRE	:30	\$400.00	08/15-08/15	1	1	1	\$400.00	
Rating: 1.2												
	14	F	730P-8P	MILLIONAIRE	:30	\$400.00	08/17-08/17	1	1	1	\$400.00	
Rating: 1.2												
	15	TU	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 2.5												
	16	TH	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	08/16-08/16	1	1	1	\$1,200.00	
Rating: 2.5												
	17	M	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/13-08/13	1	1	1	\$450.00	
Rating: 1.2												
	18	TU	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/14-08/14	1	1	1	\$450.00	
Rating: 1.2												

Station KTNV-TV LAS VEGAS, NV

Advertiser () RNC IE

Product RNC IE

Estimate# 2992

Buyer Tracey Robinson

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/444/2992

Flight Dates 08/11/2012 - 08/17/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	19	W	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/15-08/15	1	1	1	\$450.00	
Rating: 1.2												
	20	TH	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/16-08/16	1	1	1	\$450.00	
Rating: 1.2												
	21	F	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/17-08/17	1	1	1	\$450.00	
Rating: 1.2												

---REPORT TOTALS---

Report Totals: 22 / \$11,500.00

---SALES MONTHLY TOTALS---

Aug 12: 22 / \$11,500.00

Sales Totals: 22 / \$11,500.00

Station Totals: 22 / \$11,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,778	KBLR	0%	KLAS	0%	KSNV	67%	KTNV	9%	KTUD	0%
		KVCW	1%	KVMY	6%	KVVU	17%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6840561 **Ver#** 1 **Status** New
EC'd Yes

Traffic Order# 6840561

Printed: 08/10/2012 8:11 AM
Last Received: 08/10/2012 8:01 AM
Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV
Advertiser () .RNC IE
Product RNC IE
Estimate# 2992
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/444/2992
Flight Dates 08/11/2012 - 08/17/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938